

Message Text

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PAGE 01 BRIDGE 01827 041923Z
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UNCLAS BRIDGETOWN 1827

E.O. 11652: N/A
TAGS: BEXP, BFOL, VC, EAGR
SUBJECT: SPECIAL TRADE OPPORTUNITY

1. THE GOVERNMENT OF ST. VINCENT THROUGH THE AGRICULTURAL DEVELOPMENT CORPORATION IS IN THE PROCESS OF ESTABLISHING A MILK PRODUCTION UNIT WITH A LOAN FROM THE CARRIBBEAN DEVELOPMENT BANK (UTILIZING USAID FUNDS) AT DIAMOND, ST. VINCENT, AND IS SEEKING A SUITABLE PERSON AS GENERAL MANAGER FOR THIS PROJECT.

2. THE PROJECT IS DESIGNED PRIMARILY TO INCREASE LOCAL PRODUCTION OF MILK AND TO AUGMENT IT WITH RECONSTITUTED MILK SOLIDS FOR SUPPLYING THE NEEDS OF THE CONSUMERS IN ST. VINCENT. THIS WILL ALSO RESULT IN IMPROVING THE NUMBER AND QUALITY OF BEEF CATTLE IN THE ISLAND. THE CATTLE POPULATION IN THE COUNTRY WHICH WAS ABOUT 6,500 IN 1970 WAS REPORTED TO HAVE DROPPED SIGNIFICANTLY BECAUSE OF LARGE SCALE SLAUGHTERING IN THE LAST SIX YEARS. THE PROJECT WILL CONSTITUTE THE FIRST APPLICATION OF THE NEW "CANEFEEED" TECHNOLOGY FOR FEEDING CATTLE ON A COMMERCIAL SCALE IN THE LESS DEVELOPED COUNTRIES (LDC'S), AND WILL ACCORDINGLY DEMONSTRATE THE COMMERCIAL FEASIBILITY OF THE SYSTEM AND SERVE AS A FORERUNNER FOR THE FURTHER "CANEFEEED"

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DAIRY AND BEEF PROJECTS IN THESE TERRITORIES.

4. THE PROJECT ENVISAGES PRODUCTION OF UHT MILK OF ABOUT 1.313 MILLION GALLONS FOR THE ST. VINCENT MARKET. THIS PRODUCTION UNIT WILL REPLACE THE IMPORTATION OF EVAPORATED AND CONDENSED MILK, HIGH BUTTER-FAT CONTENT MILK POWDER, FRESH MILK, ETC. AND ALSO REGULATE THE SUPPLY OF BABY MILK

INGREDIENTS, TO MEET THE INTERNAL DEMAND. IT IS EXPECTED THAT IMPORTATION OF BABY MILK FEEDS WOULD DROP SUBSTANTIALLY AS THE CONSUMERS WOULD GRADUALLY SWITCH OVER TO FRESH UHT MILK WITH ARROWROOT POWDER MIX AS A NUTRIENT BABY FOOD. THIS SUBSTITUTION WILL IN FACT IMPROVE THE HEALTH AND NUTRITIONAL STANDARD OF SMALL BABIES AND INFANTS, ESPECIALLY AS MORE PEOPLE IN THE LOWER INCOME AND RURAL SECTIONS OF THE COMMUNITY WILL BE ABLE TO UTILIZE THE LOWER-COST LOCALLY PRODUCED FOOD.

5. IT IS ASSUMED THAT THE PROPOSED PLANT WILL HAVE AN INSTALLED/RATED CAPACITY OF 12,000 LITRES (2,640 GALLONS) PER DAY ON A SINGLE SHIFT BASIS THEREAFTER, THE VOLUME OF PRODUCTION IS TAKEN AS 673,200 GALLONS IN PY 3 AND 1.35 MILLION GALLONS FROM PY 4 ONWARDS. ALLOWING FOR A PRODUCTION WASTAGE AND SPOILAGE IN PROCESSING, EQUIVALENT TO ABOUT 2-1/2 PERCENT OF THE QUANTUM OF PRODUCTION, THE VOLUME AVAILABLE FOR SALE WOULD BE 656,500 GALLONS IN PY 3 AND 1.31 MILLION GALLONS IN PY 4 AND THEREAFTER.

6. THE PROJECT WILL BE UNDER THE DIRECT CONTROL OF A GENERAL MANAGER WHO WILL BE ANSWERABLE TO THE BOARD OF DIRECTORS OF THE COMPANY FOR THE OPERATION OF THE PROJECT. FURTHER ADMINISTRATIVE AND TECHNICAL MANAGEMENT WILL BE AS FOLLOWS: SUPERVISOR UHT PLANT, QUALITY CONTROL OFFICERS (2); PROCESSING PLANT LABOR; MILK COLLECTING LABOR; SECRETARY/ UNCLASSIFIED

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ACCOUNTANT; MARKETING AND OTHER STAFF: SUPERVISOR CENTRAL DAIRY; ASSISTANT DAIRY SUPERVISOR; DAIRY LABOR AND FIELD LABOR.

7. THE GENERAL MANAGER WILL BE GIVEN FULL POWERS TO MANAGE THE OPERATION AS A COMMERCIAL ENTERPRISE WITHIN THE LIMITS OF ITS FINANCIAL AND OTHER RESOURCES. IN OPERATING THE PROJECT, THE GENERAL MANAGER WILL BE SUPPORTED BY THREE SUPERVISORS; TWO IN CHARGE OF THE PROCESSING PLANT OPERATIONS ON A SHIFT BASIS INCLUDING THE COLLECTION OF FARMERS' MILK, AND THE OTHER IN CHARGE OF THE CENTRAL DAIRY HERD AND THE BREEDING PROGRAM.

8. THE GENERAL MANAGER SHOULD HAVE CONSIDERABLE TRAINING AND/OR EXPERIENCE IN COMPANY MANAGEMENT, AND SHOULD ALSO BE SKILLED EITHER IN DAIRY HERD MANAGEMENT, OR PREFERABLY IN THE MANAGEMENT OF A UHT PLANT. THE SELECTION AND APPOINTMENT OF A GENERAL MANAGER SATISFACTORY TO THE CARIBBEAN DEVELOPMENT BANK (CDB) IS BEING MADE A CONDITION OF THE PROJECT LOAN. TERMINATION OF HIS APPOINTMENT MUST ALSO RECEIVE THE APPROVAL OF CDB.

9. APPLICATIONS SHOULD BE ADDRESSED TO THE CHAIRMAN, ST.
VINCENT AGRICULTURAL DEVELOPMENT CORPORATION, KINGSTOWN, ST.
VINCENT, WEST INDIES, AND SHOULD REACH THE CORPORATION ON
OR BEFORE SEPTEMBER 15, 1977.
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